



SAN PEDRO PROPERTY OWNERS ALLIANCE MARKETING & BUSINESS DEVELOPMENT COMMITTEE MEETING

10:00 AM Open Session

Meeting Minutes

Tuesday, October 15, 2013

Meeting Location: MCS – Harbor Business Source Center
455 W. 6th Street
San Pedro, CA 90731

1. CALL TO ORDER – Camilla Townsend, Co-Chair **10:04 AM**
Jayme Wilson, Co-Chair

2. Committee Members –

- √ Sandy Bradley, San Pedro Chamber of Commerce
- √ Eric Eisenberg, Renaissance Group *
- √ Jacob Eisenberg, Renaissance Group
- √ Valerie Goodman, SPPOA
- √ Warren Gunter, Property Owner
- √ Alan Johnson, Jerico Development *
- √ Liz Schindler Johnson, Grand Vision Foundation
- √ Stephen Robbins, SPPOA *
- Andrew Silber, The Whale & Ale
- √ Camilla Townsend, POLA High School *
- Morris Warschaw, Property Owner *
- Jayme Wilson, Spirit Cruises *

* voting member

3. APPROVAL OF MINUTES – September 16, 2013. 10:00 AM Open Session.

Motion by Johnson. Second by Robbins. Approved.

4. PUBLIC COMMENTS –

This opportunity is reserved for any public comments to the Board pursuant to the Brown Act with the understanding that no action may be taken, nor discussion conducted on un-agendized subjects. It is the Board's policy regarding that persons in the audience may address this Board in connection with any agenda item during the public comment period.

As provided by the Brown Act, the Board has limited each individual's speaking time to three minutes. Anyone desiring to speak during the public comment period must complete a speaker card and submit it to the Chair prior to the start of the meeting.

Michael Gatanz shared that Swing Peedro is now happening quarterly, the next event will be on October 25th.

5. OLD BUSINESS

5.1 Real Estate opportunities in the BID

Robbins provided a draft agenda for a broker open house and trolley tour.

The trolley would do a tour of available vacancies as well as showing successfully established businesses. Owners could supply materials about their properties to put on the trolley.

An update on the status of this project will be given at the next meeting.

5.2 Update on projection equipment for the Warner Grand Theatre – Jacob Eisenberg

Eisenberg shared that the Projection Committee is researching quality projectors with an estimated cost of \$75-\$80k.

Warren Gunter questioned who is paying for the equipment. Robbins clarified that PBID is not funding the projection equipment, Alan Johnson is looking into funding the project.

Townsend requested that the Projection Committee report about future plans for the use of the equipment at the next Marketing Committee meeting.

6. NEW BUSINESS

ACTION ITEMS

6.1 Marketing Support request from the Golden State Pops Orchestra in the amount of \$5,000

Johnson made a motion to forward the item to the Board in the amount of \$5,000, however GSPO must provide a profit & loss statement and their budget for Robbins to review prior to the meeting. Second by Robbins. Eisenberg abstained. Motion approved.

The Committee requested that Robbins bring the PBID marketing budget to all future meetings for reference.

6.2 PBID participation in Tuba Christmas

The event would occur on December 7th, which is Pearl Harbor Remembrance Day.

A possible coupon ad could promote the IOWA, Tuba Christmas, downtown dining and the boat parade.

Motion to support the idea of Tuba Christmas and direct marketing to help promote the event by Johnson. Second by Robbins. Approved.

Goodman to report on Tuba Christmas advertising at the next Marketing Committee meeting.

NON-ACTION ITEMS (5 minute presentation)

6.3 Report on Marketing Survey – Warren Gunter

Gunter presented a marketing survey on the PBID budget. Participants included merchants on the 300 block of 6th Street. Positive ratings included District decorations, 1st Thursday & coupons. Negative ratings included the trolley, office overhead and Tourism Ambassadors.

PBID will look into conducting surveys of downtown businesses and stakeholders.

7. UPDATES

7.1 Dia de Los Muertos

PBID is working with a new producer, Duval Productions. The event will have an estimated 30 total craft and food vendors. Altars will be placed on Nelson Street. Advertising will increase as the event date gets closer.

7.2 Holiday Campaign

PBID has sent out a request for merchants with gift cards to participate in a holiday coupon program. Responses have been minimal. The coupon will include the normal participants and highlight those that offer gift cards.

7.3 HP Lovecraft Film Festival

Festival attendance numbers will be updated at the next meeting.

7.4 San Pedro International Film Festival

Festival attendance numbers will be updated at the next meeting.

7.5 South Bay Monthly Mailer & Best Buys Guide

Both mailers have not been consistently delivered to downtown San Pedro businesses and residences. Advertising with these companies will cease until proof of delivery is shown.

8. NEXT REGULAR MEETING – November 19, 2013

9. ADJOURNMENT

The meeting was adjourned at 11:13 AM.